

Job Description

Creative Content Coordinator

Salary:	Grade 5
Contract:	Full time, fixed term
Location:	Canterbury Campus
Responsible to:	Social Media and Content Lead
Job family:	Administrative, professional and managerial

Job purpose

The Creative Content Coordinator will be responsible for producing compelling stories that make us stand out from our competitors, showcasing the best of the university and the achievements of its students, staff and alumni.

They will work on creative projects, across digital and social media, to support marketing and recruitment objectives. Working directly with the Social Media and Content Lead, and the wider team, to deliver a digital content plan aligned to the student journey. They will use the university's marketing personas and insight to continually develop new and engaging ways to connect with current and prospective students as well as raise brand awareness through content.

They will work closely with student ambassadors and content creators to produce and share authentic student experiences of the university across the website and social media channels. Providing expert training and guidance on digital media best practice to the students.

This role will help support the delivery of the brand and content plan, as well as working closely with the website content and conversion teams to ensure content they produce is accessible online and reaches as wide an audience as possible. They will work closely with the External Engagement Directorate to plan and post recruitment content on the university social media channels.

Key accountabilities

The following are the main duties for the job. Other duties, commensurate with the grading of the job, may also be assigned from time to time.

- Oversee recruitment content on the university social media channels. Contribute to the planning, post, schedule and monitor social media posts via a range of platforms.
- Produce recruitment content for web and social that inspires, engages and adds value to the student journey.
- Produce brand content for web and social to increase brand awareness and improve the university's global reputation.
- Manage the student content creators, ensuring they produce authentic content that is aligned to the wider digital content plan. Supporting the students by providing training, advice and guidance on digital content.
- Support and coordinate on commissioned professional photography and videography shoots.
- To understand and keep up-to-date with new social media developments and products
- Report on, evaluate existing activity, and keep abreast of changes within the Higher Education sector to continually improve social media metrics

- Establish a wide range of relationships and networks across the university to ensure they are 'plugged in' aware of the most noteworthy stories happening across the university.
- Work with the wider Creative and Brand team to identify creative opportunities to innovate and stand out from our competitors. Keep abreast of new youth marketing trends and technology to come up with bold, creative and innovative ideas.

Key challenges and decisions

The following provide an overview of the most challenging or complex parts of the role and the degree of autonomy that exists.

- The University operates in an increasingly competitive higher education sector. There is a need to stand out to prospective students and demonstrate the university's impact and value to society. This role needs to produce content that makes Kent distinctive – being aware of future trends and best practice.
- The University has many departments with lots of content creators with their own content objectives. This role needs to work closely with a wide range of stakeholders to help deliver a centralised plan.
- There is a need for creativity and the ability to think outside the box, so that content consistently feels new and fresh is an ongoing challenge.
- International recruitment is becoming more important to the university. The challenge is to deliver personalised content to a wide range of international audiences.
- The priority audience are prospective students and therefore this role will need to be aware of current youth marketing trends. They will need to be able to connect with this audience and know what makes them tick.

Facts & figures

Helping support key university social media channels with audiences of over 500k followers or subscribers

Internal & external relationships

Internal: Staff across professional service departments, including External Engagement, Campus Services and Academic Schools.

External: Platform providers, range of content providers including photographers, videographers, vloggers, bloggers, students, KMTV and key influencers.

The role holder is expected to demonstrate a commitment to equality, diversity and inclusion; promoting collaboration and positive partnerships, working harmoniously with colleagues, students and other stakeholders of all cultures and backgrounds.

The role holder is also expected to be an integral member of the External Engagement Directorate and passionate about driving forward growth and sustainability for the University. To this end, the role holder will be required to engage with weekend and evening work and nominate themselves to support at recruitment and other university-wide events.

Health, safety & wellbeing considerations

This job involves undertaking duties which include the following health, safety and wellbeing considerations:

- Regular use of Screen Display Equipment
- Repetitive limb movements
- Pressure to meet important deadlines such as might be inherent in high profile projects
- There may be a requirement to work evenings and weekends

- Ability to occasionally travel in a timely and efficient manner between campuses

Person specification

The person specification details the necessary skills, qualifications, experience or other attributes needed to carry out the job. Applications will be measured against the criteria published below.

Selection panels will be looking for clear evidence and examples in an application, or cover letter (where applicable), which back-up any assertions made in relation to each criterion.

Essential Criteria:

- Relevant qualification, ideally in digital or communications-based subjects (degree or advanced professional qualification) or equivalent experience (A,I)
- Experience creating digital content – including video - for use across a wide range of platforms (A,I)
- Experience in all areas of social media from creating content, to monitoring and reporting (A,I)
- Experience of working in a marketing, communications or digital team (A,I)
- Experience working within brand guidelines (A,I)
- Understanding of video content creation and editing (I)
- Ability to work both independently and in cooperation with others to meet deadlines (I)
- Ability to build relationships with colleagues across an organisation and working collaboratively with writers, designers and filmmakers (I)
- Ability to manage own workload, prioritising tasks as appropriate to meet changing demands and deadlines (I)
- Excellent attention to detail and able to work well under pressure (I)
- Experience using content management systems to create and update web content. An understanding of web best practice including accessibility (I)
- Excellent IT skills, particularly MS Office packages (I)
- A firm commitment to fostering a working and learning environment that is respectful, inclusive and values diversity, including diversity of thought, and which enables staff and students from a wide range of backgrounds to thrive (I)

Desirable Criteria:

- Experience in youth marketing (A,I)
- Experience in video editing (A,I)
- Experience and understanding of the Higher Education sector (A,I)

Assessment stage: A - Application; I - Interview; T - Test/presentation at interview stage